



Private Investment Perspectives on Brownfield Redevelopment

Washington Brownfields Conference
May 30, 2019



REAL ESTATE RECOVERY
CAPITAL

Agenda



- What Motivates Brownfield Redevelopers
- Why Engage a Brownfield Redeveloper?
- Precursors for Investment Interest
- Top 5 Ways Government Entities Can Attract Investment Dollars
- What to Look for in a Brownfield Redeveloper

What Motivates Brownfield Redevelopers

What we think of ourselves as a Brownfield real estate investor



What our friends think we are like



What others might think we are like



What it's really like



Why Work With a Brownfield Redeveloper v. DIY



The Why

- Peace of mind
- Time
- Speed

The How

- Risk Management
- Specialized Expertise
- Source of Capital

Precursors for Investment Interest



Motivated seller



Attractive purchase price



Manageable impairment



Fundamental real estate value in an active market

Top 5 Ways Government Entities Can Attract Investment Dollars



- Tax incentives
- Problem-solving Mindset
- Environmental Studies
- Proactive Marketing of Brownfields and Local Market
- Clear Community Vision

What to Look for in a Brownfield Redeveloper



Key Criteria

- Secured funding
- Track record of performance
- Environmental expertise
- Desire to remediate and repurpose for productive use

Sample Questions to Evaluate a Purchaser

- What remediation guarantees or liability transfers can they offer?
- Is funding already available for the purchase?
- What are their plans to remediate and redevelop?
- How quickly can they close?

Conclusion

By removing known hurdles for redevelopers, you will increase your chances of attracting private investment to remediate Brownfields in your community.



Hurdle of **Risk**:
Gather information and
commission
environmental studies



Hurdle of **Return**:
Evaluate potential
financial incentives in
light of return to
community and future
tax \$



Hurdle of **Time**:
Minimize “red tape” that
slows progress

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